

JUL 31 1944

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, JULY 28, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On	TRAILER FASHIONS FOR MINERS 4 coal mining firms of West Virginia serve the company stores by bringing fashions in a trailer to the doors of miners' homes. They carry high-style fashion merchandise and solve dress problems for miners' wives and daughters who cannot reach regular department stores due to gasoline shortages.	WEST VIRGINIA COAL MINES COMPANY STORE	HOLDEN, WEST VIRGINIA
Now Available	BUYERS MANUAL FOR "BACK- TO-SCHOOL" WEARABLES A comprehensive, pocket-size manual with complete references and index for "back-to-school and early fall" buying of infants', children's, juniors', girls', teens', and boys' wear. Complete information to make store buyers' work easier. Contact: Cluett, Peabody & Co., 40 Worth Street.	CLUETT, PEABODY & CO. SANFORIZED DIVISION	OFFICE 40 WORTH STREET
Now Being Planned	COURSES IN APPAREL DESIGNING This is the first time that the home economics department of this college, dedicated to agricultural and mechanical pursuits, has included fashion design and classes in textiles. The growing interest in fashion as a career is accountable for this inclusion of a one-year course in clothing design in the fall catalogue of the John Tarleton Agricultural College.	JOHN TARLETON AGRI- CULTURAL COLLEGE	DALLAS, TEXAS
Just Released	"GAY TEEN IDEAS IN KNITTING & CROCHETING" A new, exciting booklet containing complete instructions for the knitting and crocheting of all Teen-age Fashions; everything from bobby socks to lapel ornaments and table pieces for the more serious of the coke crowd. Sold for 10¢ in the art needlework departments of all department, syndicate and variety stores. Publicity: Evelyn Doohar, PL. 3-5600.	THE SPOOL COTTON CO.	OFFICE 745 FIFTH AVENUE

COLLEGE SHOP OPENINGS: COLLEGE ISSUES OF THE MAGAZINES

Friday July 28	NEWSSTAND DATE: MADEMOISELLE COLLEGE ISSUE (Street&Smith) 122 EAST 42ND ST. Contact: Promotion Director, Wilma Bell, MU. 3-8910.	
Friday July 28	NEWSSTAND DATE: GLAMOUR MAGAZINE COLLEGE ISSUE Contact: Al Kornfeld, MO. 4-7500.	420 LEXINGTON AVENUE
Monday July 31	OPENING OF COLLEGE SHOP Fashion Show on Wednesday, Aug. 9. Publ.: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO. 3RD FLOOR
Monday July 31	OPENING OF COLLEGE SHOP Publicity: Eleanor Hillebrand, WI. 7-3300.	LORD & TAYLOR 5TH FLOOR
Tuesday Aug. 1	OPENING OF COLLEGE SHOP On Mon., Aug. 7th, at 4:30 P.M., campus fashions selected by college girls, will be previewed in the 3rd floor Sportswear Shop. Press and public invited. Publicity: Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON & CO. 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>COLLEGE SHOP OPENINGS (Continued)</u>			
Tuesday Aug. 1	OPENING OF COLLEGE SHOP Advisors will be on hand to help customers make their selections. During the following week, there will be an informal presentation of college fashions. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	3RD FLOOR
Week of Aug. 1	OPENING OF COLLEGE SHOP Publicity: Ruth LeBron, WI. 7-8200.	OPPENHEIM COLLINS	2ND FLOOR
Week of Aug. 1	OPENING OF CAMPUS AND COLLEGE SHOP Russeks College Shop will be opened to the public during the week of Aug. 1st. On Aug. 2nd at 4:00 P.M., they will present College Fashions for Fall at the Music Box Canteen, 13th St. at 5th Ave. Refreshments will be served. Press by invitation. Public may attend. Tickets, \$1.50. Proceeds to Music Box Canteen. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS 5TH AVENUE	7TH FLOOR
Tuesday Aug. 1	OPENING OF COLLEGE SHOP Press and public invited. Publicity: Alice Hutton, WI. 7-7000.	JAMES McCREERY & CO.	4TH FLOOR
Wednesday Aug. 2 12:30 P.M.	COLLEGE SHOP FASHION SHOW LUNCHEON Press, strictly by invitation. Contact: Eleanor Lambert, PL. 5-8580.	SAKS 5TH AVENUE	WALDORF ASTORIA HOTEL PERROQUET SUITE
Monday Aug. 7	OPENING OF COLLEGE SHOP Publicity: Kay Inglis Jones, CH. 4-2000.	R. H. MACY & CO.	3RD FLOOR
Monday Aug. 7	CAMPUS FASHION PREVIEW Press and public preview of campus fashions selected by college girls for the Franklin Simon College Shop. Publicity: Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON & CO.	414 FIFTH AVENUE
Tuesday Aug. 8 3:00 P.M.	PRESS PREVIEW: COLLEGE FASHIONS This is a special opening strictly for the Press. The public opening of the College Shop to be announced. Press by invitation only. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	EXECUTIVE OFFICES 7TH FLOOR
Wednesday Aug. 9 9:00 A.M.	PRESS BREAKFAST PRE- VIEW: COLLEGE FASHIONS Press strictly by invitation. Contact: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	COLLEGE SHOP 3RD FLOOR
Thursday Aug. 10	NEWSSTAND DATE: VOGUE COLLEGE ISSUE (Conde Nast) For tie-ins, contact: Albert Kornfeld, MO. 4-7500.		420 LEXINGTON AVE.
Tuesday Aug. 15	NEWSSTAND DATE: HARPER'S BAZAAR COLLEGE ISSUE Contact: Esther Lyman, WI. 2-2800.		572 MADISON AVENUE
Thursday Aug. 17 4:00 P.M.	OPENING OF COLLEGE SHOP Mary Lewis, the exponent of new, exciting school and play clothes for juniors, is holding her first Fall showing in her new shop, the one with the yellow door whose opening provoked a color riot on Fifth Avenue. Press, by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.	MARY LEWIS	746 FIFTH AVENUE ROOF

WEEK BEGINNING MONDAY, JULY 31, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 31	OPENING OF EL SALVADOR TRADE EXHIBITION	SALVADOREAN INDUSTRIES, INCORPORATED	500 FIFTH AVENUE ROOM 923
	A permanent Salvadorean Trade Exhibition will be opened on Monday, July 31. Included are textiles...hand-loomed tablecloths, yard goods, drapery fabrics, piece goods, and other hand-spun fabrics; also, hand-woven hammocks, beach sandals, baskets, and leisure shoes, native dolls, lamp bases, smokers' accessories, serving trays, pottery, etc., all hand made. This exhibition is the result of a year's research by Commissioner Louis Bonnard, who has been surveying products, labor conditions, and sales possibilities for the government of El Salvador. It is the first all-around-display of a 5-year plan for post-war development and is in line with the Pan-American Trade agreement which makes for hemispheric solidarity. Open to Trade and Press. For further information, contact: Louis Brizel or Harold Fisher, CH. 4-3600.		
Monday July 31 1:30 P.M.	"TRUTH OR CONSEQUENCE" FASHION SHOW	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	A showing of complete costumes and accessories, selected by students for suitability to figure type and personality, and to various occasions, will terminate a series of lectures conducted by Lavinia W. Koelsch, of Fashion Digest. Constructive criticism will be offered by well-known stylists. For further information, contact: Dorothy Tyroler, CO. 5-2077.		
Monday July 31	FALL CORSET & BRA SHOWING	ARTISTIC FOUNDATIONS	417 FIFTH AVENUE
	Artistic, makers of Flexees Girdles and Combinations, and of Flexaire Bras, are observing their 25th Anniversary as creators of flexible foundations. Showings daily during Official Fall Corset Week, open to corset buyers and press. Contact: Mr. Leeds, CA. 5-4800.		
Monday July 31	DISPLAY OF NEW FALL FURNITURE ROOM GROUPS	BLOOMINGDALE'S	FURNITURE DEPARTMENT 5TH FLOOR
	A large number of new rooms arranged with furniture designed and selected by the late Gilbert Rohde. Press and public invited. Publicity: Karen Hollis, VO. 5-5900.		
Monday July 31	OFFICIAL FALL MARKET WEEK	CORSET & BRASSIERE ASSOCIATION	INDIVIDUAL NEW YORK SHOWROOMS
	This market week is planned five weeks later than usual, because of disturbed conditions in the industry. Generally, this event takes place in May or June. Deliveries will be made as fast as possible. Contact: Corset and Brassiere Association, GR. 5-6733.		
Monday July 31	FALL CORSET AND BRAS- SIERE COLLECTION	MAIDEN FORM CO.	SHOWROOM 200 5TH AVENUE
	Maiden Form always puts on a good show and this one will have special interest in pointing post-war trends. Open to Trade and Press. Contact: Mrs. Rosenthal, CA. 5-4085.		
Monday July 31	LITTLE THEATRE FOR CHILDREN	R. H. MACY & CO., INC.	TOY DEPARTMENT 5TH FLOOR
	Each week there is a new daily musical show at 4:00 P.M. to entertain young people. This week, "A Trip Around the World", enacted by the children's group of the Robotti-Moser Studios. Also daily at 11:00 A.M. and 2:00 P.M., Macy's Little Theatre will show children's movies and cartoons. All children invited, free. Publicity: Sue Raices, CH. 4-2000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 31	NEW FURNITURE DISPLAY IN ROOM ARRANGEMENTS To solve the current problem of close-quarter living, Macy's is opening a mid-summer furniture show full of ideas for people coming back to town wanting new decorative surroundings. Room groups for three functions... living, dining and sleeping, with new color schemes, new uses for old fabrics, and a predominant indulgence of comfort in harmonious and exciting surroundings. Open to Press and Public. Publicity: Etta Loughran, CH. 4-2000.	R. H. MACY & CO. INC.	FURNITURE DEPARTMENT 9TH FLOOR
Tuesday Aug. 1 11:30 A.M.	PRESS PREVIEW- BUFFET LUNCHEON Attendance, strictly by invitation. Publicity: Viola Shefer, PL. 3-2117.	"E-Z-DO" PRODUCTS	DECORATIVE CABINET CORP. 261 5TH AVE.-5TH FLOOR
Tuesday Aug. 1- Aug. 29	5 FREE HOME CANNING SESSIONS Each Tuesday in August from 2:00 to 4:00 P.M., Mrs. Sylvia Newbauer and Miss Pauline Leonard, nutrition and canning experts of the Brooklyn American Red Cross will demonstrate newest methods of canning vegetables, fruits, pickles and jellies. Press and Public invited, free. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 5TH FLOOR
Tuesday Aug. 1 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING The theme of this fur-fashion show is "Fashions 'Round the Clock". Open to public. Press by invitation. Luncheon from \$1.85. Jay Thorpe Publ.: Murrow McCurnin, CI. 7-4300. St. Regis Publ.: Mary Alice Rice, PL. 3-4500.	JAY THORPE	ST. REGIS HOTEL ROOF GARDEN
Wednesday Aug. 2 11:00 A.M.	PRESS PREVIEW: BUDGET SHOP FUR FASHIONS Attendance, strictly by invitation. Publicity: Viola Shefer, PL. 3-2117.	JAECKEL'S	SALON 10 EAST 57TH STREET
Thursday Aug. 3 11:00 A.M.	ADVANCE WINTER MILLINERY SHOWING Exclusive-in-New York millinery by Erik of Paris. Press, strictly by invitation. Contact: Mr. Erik, PL. 5-6183.	ERIK OF PARIS	MARETTA-FEELY 6 EAST 53RD STREET
Thursday Aug. 3 6:30 P.M.	ANNUAL MEETING Problems of industry will be discussed at the Annual Meeting. Contact: Corset and Brassiere Association, GR. 5-6733.	CORSET AND BRASSIERE ASSOC. OF AMERICA	WALDORF ASTORIA HOTEL
Sunday Aug. 6	NEW RADIO PROGRAM Ilka Chase will be the star of this new 15-minute cloak and suit program, Sundays 1:15-1:30 P.M. Miss Chase will interview outstanding personalities from the stage, literary, and fashion worlds. Magazine and newspaper campaigns will supplement the program. Publicity: Bernard Waldman, Modern Merchandising Bureau, MU. 2-4949.	SHIPMAN & BAKER, MFRS. OF ROZSPUN	BLUE NETWORK
Tuesday Aug. 8- Thursday Aug. 10	RETAIL POST-WAR PLANNING PARLEY Retailers and representatives of Government will meet in conference with NRDGA's Post-War Committee in a group of about fifty men to discuss the outlook for production, employment and distribution as they affect retailing. For further information, contact: Edward Hoyt, PE. 6-2155.	NRDGA	SEAVIEW COUNTRY CLUB, ABSECON, N. J.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Aug. 9 12:00 P.M.	NOON-TIME PREVIEW OF CHRISTMAS MERCHANDISE Dorothy Gray, Ltd. will present its annual Christmas Brunch on Wednesday, August 9th. Included will be a showing of Christmas merchandise to magazine, syndicate, and radio press. Attendance by invitation only. Publicity: Helen Vogt, WI. 2-6109.	DOROTHY GRAY, LTD.	THE STORK CLUB BLESSED EVENT ROOM
Wednesday Aug. 15	BEGINNING RECONVERSION TO CONSUMER GOODS Donald Nelson has announced a program for limited civilian production of 124 scarce consumer articles to be given "preferential treatment." Production starts about August 15th, and includes kitchenware, heating pads, vacuum bottles, cooking appliances, aluminum ware, lighting devices, office machinery, photographic equipment, plumbing fixtures, baby necessities, bicycles, can openers, coffee pots, fishing equipment, electric fans, fountain pens, carpet sweepers, typewriters, vacuum cleaners and many other things in which civilians have been restricted.	WAR PRODUCTION BOARD	ALL OVER THE COUNTRY
Early in August	MAIL-ORDER CATALOGUE PRO- JECTS TELEVISED FASHIONS Now preparing the largest mail-order catalogue in its history, the Chicago Mail Order Co. announces that the book is almost unaffected by merchandise shortages. Its prices range all the way up to \$600 jeweled rings. As a special feature, some of the contents of catalogues will be televised over WABD, in three sessions, the first of which will take place on Aug. 2nd at 8:15 P.M. at the Dumont Studios, 515 Madison Ave., in order to test the utility of this new visual advertising medium. Contact: Mr. Schnadig, Chicago Mail Order Co., Chicago, Illinois.	CHICAGO MAIL ORDER CO.	STATION WABD, AND CHICAGO, ILLINOIS
Mid- August	INTRODUCING NEW "FASHION COLOR" "Casanova Brown" is the title of a new International picture starring Gary Cooper and Theresa Wright. The color, a very dark brown, is destined to be a style leader and will be given country-wide fashion publicity through coordinated promotions with fabrics houses, apparel manufacturers (including 25 of the top ones) and outstanding retail stores, one to a city. In New York, R. H. Macy & Co. will present "Casanova Brown". Costumes in the "Casanova Brown" movie were designed by Muriel King. Publicity: Tom Fizdale, Inc., EL. 5-5580.	INTERNATIONAL PICTURES	ALL OVER THE COUNTRY
Wednesday Aug. 16 10:30 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION Press, by invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	SALON 10 WEST 57TH STREET
Wednesday Aug. 16 2:30 P.M.	JUNIOR MISS FASHION SHOW More details later. Contact: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR
Friday Aug. 18	NEWSSTAND DATE: WOMAN'S HOME COMPANION TEEN AGE ISSUE, 250 PARK AVENUE Teen-age fashions and beauty issue. Contact: Elizabeth Ambrose, EL. 5-2500.		
Monday Aug. 21 1:00 P.M. Luncheon	"MOUTON MAGIC" FUR FASHION SHOW A collection of original coats and jackets in unusual and practical styles. Open to public. Press by invitation. Luncheon from \$1.85. Laskin Mouton Publ.: Rosemary Sheehan, CO. 5-3147. St. Regis: Mary Alice Rice, PL. 3-4500.	LASKIN MOUTON FURS	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Aug. 22	NEWSSTAND DATE: CHARM BUSINESS GIRL ISSUE Contact: Miss Tucker, MU. 3-8910.		122 EAST 42ND STREET
Tuesday Aug. 22 4:00 P.M.- 6:00 P.M.	GALLERY OF DIAMONDS AND DOLLS A collection of historic bridal dolls dating from the 18th century up to the present time will be exhibited with diamond engagement rings and other diamond jewelry of their periods. Modern dolls will be dressed by leading designers. Press opening by invitation. Public invited on Aug. 23rd. Contact: Dorothy Dignam, CI. 6-0200.	N.W. AYER & SON, INC.	PARK LANE HOTEL TAPESTRY ROOM
Wednesday Aug. 23 3:00 P.M.	OPENING: "BARBARA BARRIE" JUNIOR SALON A new budget shop department with a complete collection of dresses, suits, coats, and accessories; trousseau wardrobes, back-to-school clothes for Jr. Miss sizes, and also fashions for small women who wear from size 7-15. Press invited, open to public. Publ.: Belle Irene Gillis, PL. 5-2500.	THE TAILORED WOMAN	SALON - 3RD FLOOR 742 5TH AVENUE
Monday Aug. 28- Sept. 1	NEW YORK GIFT SHOW Increased volume requires two hotels to adequately display these gift wares. Contact: George F. Little Management, 200 5th Avenue, AS. 4-3161.	NATIONAL GIFT AND ART ASSOCIATION	PENNSYLVANIA HOTEL & NEW YORKER HOTEL
Tuesday Aug. 29 3:00 P.M.	PRESS PREVIEW: FALL FASHIONS Attendance, strictly by invitation. Publ.: Rosemary Sheehan, CO. 5-3147.	CHEZ NINON	SALON 785 5TH AVENUE

TENTATIVE OPENING DATES: FALL CUSTOM-ORDER COLLECTIONS

Admission to all showings strictly by invitation. Details later.

Wednesday Aug. 30	SAKS 5TH AVENUE Publicity: Eleanor Lambert, PL. 5-8580.		611 FIFTH AVENUE
Sept. 5 5:50 P.M.	BERGDORF GOODMAN ORIGINALS Contact: Mrs. Bolig, PL. 3-7300.		754 FIFTH AVENUE
Sept. 6 11:00 A.M.	BONWIT TELLER Publicity: Jo Parrish, EL. 5-6800.		721 FIFTH AVENUE
Sept. 6 3:00 P.M.	MILGRIM'S Publicity: Ruth Waltz, CI. 7-7200.		6 WEST 57TH STREET
Sept. 7 10:30 A.M.	HATTIE CARNEGIE Publicity: Josephine Hughes, WI. 2-2600.		42 EAST 49TH STREET
Wednesday Aug. 30 10:30 A.M.	FIRST FALL "TRICKS FOR TEENS" MEETING A fashion show launches the first Fall get-together of the teen-agers who will be beguiled by fashions and entertained by celebrities. More details later. Publicity: Florence Epstein, LA. 4-7000..	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR
Tuesday Sept. 5 10:30 A.M.	PRESS PREVIEW: FALL AND WINTER "ORIGINALS" Press, by invitation only. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	SALON 10 WEST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 5 3:00 P.M.	PRESS PREVIEW: LUXURIOUS FUR FASHIONS The annual "Pink Champagne Party" that Russeks' Wholesale Department gives to the press each year, showing the cream of fur fashions created in the design studio. Press, strictly by invitation. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS 5TH AVENUE	8TH FLOOR
Week of Sept. 10	FALL STYLE SHOWINGS Dresses, coats, suits, sportswear, knitwear, etc., as well as wash apparel and blouses.	STYLE EXHIBITORS, INC. & CHICAGO WASH APPAREL ASSOCIATION	MORRISON HOTEL CHICAGO, ILLINOIS
Monday Sept. 11	RESORT, SPORTSWEAR & PLAY CLOTHES SHOWING Contact: Louis Tabak, Chairman, Associated Apparel Manufacturers, Los Angeles, California.	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	LOS ANGELES, CALIFORNIA
Tuesday Sept. 12 10:30 A.M.	PRESS PREVIEW: FALL AND WINTER FASHIONS A collection of suits, dinner gowns and daytime ensembles to be reviewed by the invited press. At 2:30 P.M. on the same day, the presentation will be repeated for a group of invited guests. A third showing will be held on Wednesday, September 13th, at 2:30 P.M. for the public. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR
Wednesday Sept. 13	OPENING OF NEW SHOP More details later. Press strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.	JONAI	408 PARK AVENUE
Wednesday Sept. 13 1:00 P.M.	FALL MILLINERY LUNCHEON SHOWING Luncheon a la carte. Press by invitation only. Dobb's Publicity: Miss Rudolph, Abbott Kimball, PL. 3-9600. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	DOBB'S HATS	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Thursday Sept. 14 10:15 A.M.	PRESS BREAKFAST FASHION SHOW Special showing of smart town clothes. Also some college fashions and a preview of the newly enlarged Sports Department. Press by invitation. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	650 FIFTH AVENUE 3RD FLOOR
Beginning Tuesday Sept. 19	FASHION ANALYSIS COURSE ADDED TO CURRICULUM A new course, under the instruction of Miss Ellen Carney Bojesen, begins on September 19th at Cooper Union as a new edition to the curriculum. Application can be made in person until August 18th; by mail, until August 10th. All courses at Cooper Union are free. Contact: Miss Jacobson, AL. 4-6300.	COOPER UNION	COOPER SQUARE
Planned For Fall	22 COURSES IN BROADCASTING & RELATED SUBJECTS Of the twenty-two Radio courses just added to the Columbia University Extension session, ten will be instructed by personnel of NBC. Thirteen	COLUMBIA UNIVERSITY & NAT'L BROADCASTING CO.	RADIO CLUB, COLUMBIA & NBC STUDIOS

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

of the series will deal specifically with sound and television broadcasting. Others will include radio problems, advanced radio writing, radio publicity and promotion, speech for radio, radio announcing, uses of broadcast and television equipment, sound effects, production of radio drama, etc. This announcement was made by Dr. Nicholas Murray Butler, President of Columbia, and Niles Trammell, President of NEC. Dr. Russell Potter will supervise. Contact: Columbia University, UN. 4-3200.

Planned
For
This
Fall

NEW RADIO PROGRAM

NATIONAL ASSOCIATION OF
BETTER BUSINESS BUREAUS

RADIO NETWORK
FOR 400 CITIES

The National Association of Better Business Bureaus will seek popular support for its work on a radio network that will furnish consumer education. "Trading angles," cutting of taxes for the retailer, and many other steps that benefit the consumer will be explained and will constitute the theme of this Network Broadcast to begin some time this Fall. Contact: William Farrar, National Better Business Bureau, Cleveland, Ohio.

Beginning
Tuesday
Sept. 26

12 SCHOLARSHIPS--ONE
YEAR'S FREE TUITION

NEW YORK UNIVERSITY
SCHOOL OF RETAILING

WASHINGTON SQUARE
NEW YORK

Leading to the degree of Master of Retailing, a dozen scholarships will be given to residents of New York, Westchester, New Jersey, and Nassau. Winners will be given practical work in stores, at 60¢ an hour, in addition to their classroom sessions. Applications for scholarships will be received until August 7th. Contact: New York University, School of Retailing, Washington Square, New York.

Sunday
Oct. 1

INTRODUCING: "DEVASTATING
FASHIONS"

MURIEL JOHNSTONE AND
ASSOCIATED MFRS.

OCT. 1- VOGUE, HARPER'S
TOWN AND COUNTRY

A complete, coordinated style promotion called "Devastating Fashions", created and introduced by Muriel Johnstone with the cooperation of Capri and David Crystal for fashions; Enka Rayon for fabrics; Coro for jewelry; Martin Schoen for hats; Wear-Right for gloves; and Echo for scarfs, has been readied and will be sold exclusively at one store in each city. The October style magazines will introduce in their advertising and editorial sections "Devastating Fashions" together with Anjou's "Devastating" perfume. Contact: Muriel Johnstone, 9 Rockefeller Plaza, CI. 5-7880.

Wednesday
Oct. 4
1:00 P.M.
Luncheon

FALL FASHIONS AT
LUNCHEON

THE TAILORED WOMAN

WALDORF ASTORIA HOTEL
SERT ROOM

Presenting new Fall fashions including high-style dresses, suits, coats, etc., all completely ensembled. Open to Public. Press by invitation. Luncheon a la carte. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.

Monday
Oct. 9

FIRST SHOWING FALL
SPRING COLLECTIONS

SPORTSWEAR GUILD
MEMBERS

INDIVIDUAL SHOWROOMS

Individual opening dates will be listed as soon as established.

Monday
Oct. 23

FIRST SHOWING
FOGA SPRING LINES

FASHION ORIGINATORS'
GUILD

INDIVIDUAL SHOWROOMS

Individual opening dates will be listed as soon as established.

MUSIC...THEATRE...MOVIES...NIGHT CLUBS

- Just.....GUY LOMBARDO & HIS ROYAL CANADIANS, WALDORF ASTORIA HOTEL, STARLIGHT ROOF
Opened In addition to Lombardo, there will be entertainment by Marina, songstress, Misha Borr and his Rhumba-Tango orchestra, and a magician. Publicity: Ted Saucier, EL. 5-3000.
- Friday.....PREMIERE: "SHADOW IN THE NIGHT" (Movie) RIALTO THEATRE, 42ND ST. AT B'WAY.
July 28 A Columbia mystery thriller starring Warner Baxter, Nina Foch, and others. Publicity: Hortense Schorr, BR. 9-7900.
- Friday.....CONCERT PERFORMANCES LEWISOHN STADIUM, 138TH ST. AT AMSTERDAM AVE.
July 28 Smallens conducting; first performance of Hans Kindler's Frescobaldi-Toccato, plus "Unfinished" Shubert Symphony, Mozart's "Jupiter" Symphony...
8:30 P.M. Sat., July 29, "Army and Navy Night" with Warrant Officer Thor Johnson, U.S. Army conducting; soloists are Navy's duo-pianists Arthur Whittimore, Jacke Lowe...Sun., July 30, All-Tchaikovsky Program by request; Conductor, Alexander Smallens...Mon., July 31, Josef Lhevinne, pianist playing Tchaikovsky's Piano Concerto #1; also, the stadium debut of conductor, Fabien Sevitsky...Tues., Aug. 1, first performance in New York of Euphrosyne Overture; conductor, Fabien Sevitzky...Wed., Aug. 2, first performance in New York of Lionel Barrymore's Partita; also, Shostakovich's Symphony #5 conducted by Fabien Sevitzky...Thur., Aug. 3, Jascha Heifetz, violinist; Alexander Smallens conducting...Fri., Aug. 4, Beethoven's "Leonore" Overture #3; and first New York performance of Marc Blitzstein's Freedom Morning. Programs postponed in case of rain. 5th Ave. busses take passengers right to Stadium door. Publicity: Jean Dalrymple, MU. 5-3114.
- Friday.....PREMIERE: "THE CANTERVILLE GHOST (Movie) GLOBE THEATRE, B'WAY AT 46TH ST.
July 28, An MGM comedy about a famous old English ghost from Oscar Wilde's play of same name. Starring child-wonder Margaret O'Brien, Robert Young, Charles Laughton and others. Costumes, Irene. Publicity: Herbert Crocker, BR. 9-7800.
- Wednesday...WEEK-END MOZART FESTIVALS BOSTON SYMPHONY ORCHESTRA STOCKBRIDGE, MASS.
July 29,30 The annual Music Festival in the Berkshire, discontinued since the war,
Aug. 5, 6 will be resumed for two week-ends, the last in July and the first in August, by Koussevitsky, leader of the Boston Symphony orchestra. Favorite soloists will be heard in these all Mozart programs, including Dorothy Maynor, Ruth Posselt, and others. Tickets available at Symphony Hall, Boston, Mass.
- Tuesday.....PREMIERE: "WILSON" (Movie) ROXY THEATRE, 7TH AVE. AT 50 ST.
Aug. 1 A 20th Century -Fox picture starring Alex Knox, Mary Anderson, Geraldine Fitzgerald, William Eythe, and a large supporting cast. A technicolor film that runs two hours and forty-nine minutes, using 148 actors. Costumes, Rene Hubert. Publicity: Jeannette Sawyer, CI. 6-0950.
- Wednesday...OPENING: "CATHERINE WAS GREAT" SHUBERT THEATRE 225 WEST 44TH STREET
Aug. 2 A Michael Todd, carriage trade spectacle, starring Mae West. Admittance
8:40 P.M. on opening night restricted to purchasers of war bonds. Tickets will range from \$1-\$4 plus tax and the bonds to purchase the right to buy tickets will range from \$100-\$100,000. About six million dollars worth of bonds will be raised that night. Costumes for this production by Mary Schenk. Publicity: Lou Epstein, CI. 7-0510.
- Wednesday...PREMIERE: "MR. WINKLE GOES TO WAR" (Movie) CRITERION 44TH ST. AT B'WAY
Aug. 2 A Columbia picture starring Edward G. Robinson, Ruth Warrick, and Ted Donaldson. Publicity: Hortense Schorr, BR. 9-7900.
- Friday.....PREMIERE: "JANIE" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
Aug. 4 A Warner Bros. picture, adapted from the stage play, starring Joyce Reynolds, Robert Benchley, Edward Arnold and Bob Hutton. Costumes, Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.